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Christmas Seal Sale Number

Bulletin

OF THE

National Tuberculosis Association

Vol. VII NOVEMBER, 1921 No. 11

Links in the Chain of Success

What the Local Secretaries and Chairmen Can Do Toward Putting Over the Christmas Seal Sale

By ELMER H. GEARING

With the 1921 Christmas seal sale only a few weeks away, every Secretary of a state tuberculosis association has his plans carefully laid for the combined educational and financial effort which is necessary if he is to "carry on" in the great fight against disease during the coming year. He has an organization extending to every community and county where the population and general conditions warrant personal representation. In other words, every local branch of his association is theoretically ready to function as part of the seal selling machine. In communities where no regular branch exists he has a committee, large or small according to requirements which he has determined.

Perhaps the secretary has a map of his state with a tack system, such as is used by so many systematic and progressive sales managers, to visualize progress in linking up the county seats and smaller towns with the state headquarters. He has profited by the experience of former years and at this stage of the sales campaign may congratulate himself that he has planned for success. And so he has—on paper. It will remain on paper, too, unless every local branch and committee does its share in the sale.

If the organization work has been properly conducted, if every local chairman and committee member has been fully convinced of the seriousness of the tuberculosis problem in his own home town, the rest should be simple. But it is not. "Post mortems" in past years have shown that when a local secretary or chairman fell far below the quota assigned for his community the reason was that he—or sometimes she—failed because of a lack of understanding as to what should be done to sell seals.

Now is the time, therefore, for the local secretary or chairman to take stock of what he has done, what he is doing and what he is prepared to do in order to sell sufficient seals to reach the goal assigned to him. It is a case of "thinking things through." Guessing, trusting to luck, hoping that events will somehow shape themselves favorably when the time comes for intensive selling must be avoided. Experience has grimly proven that this attitude invites failure. Moreover there is no excuse for it. An excellent motto for the local chairman or secretary is: "When in doubt, consult the state secretary." Even if the local chairman is not in doubt he will find it well worth while to submit his plan of operations to the state office. If the plan is perfect, others may benefit by it. If he has left loopholes which cannot be covered after the intensive sale has begun, now is the time to discover them, thanks to the experience of the state secretary and his staff.

First of all, the local committee should be sure of obtaining to the fullest extent every form of cooperation which the state association, backed by the National Association, is prepared to render. The local chairman or secretary owes it to himself and his co-workers to know in detail just what the state office is prepared to do in matters not only of organization but of publicity.

Perhaps the state secretary has sent out a plan for a seal canvass—not the stereotyped war-drive method but a later development in which perhaps the telephone is utilized as a factor in paying the way for sales. Or the state secretary may have drawn attention to the fact that heads of certain statewide fraternal, business or agricultural groups have endorsed the purpose of the seal sale, and suggested that local branches may be enlisted to sell or buy seals. Again, there may have come from the state tuberculosis association a series of suggestions as to methods by which groups of tradesmen, professional men, labor union members, grangers or others may be interested in directly purchasing seals or in helping the sale along indirectly by means of their endorsements. Whatever suggestions may have come from the state office, the local chairman or secretary should weigh them carefully before rejecting them. Perhaps a slight change based on existing conditions may make these suggestions—part or all of them—extremely valuable in the seal sale.

But who is to determine whether the suggestions and plans from the state office are workable or the reverse? A safe course for the local chairman or secretary is to submit them to his committee. He should not be afraid of conferences. Even if he thinks a suggestion unavailable for his comunity, he should realize that the state secretary unquestionably sends out nothing in the way of plans without good and efficient reasons based on experience. A conference at which there is obtained the reaction of a majority of the committee to any particular plan may result in some adaptation of the plan which will mean greatly increased sales of seals with consequently far more effective anti-tuberculosis work in the community. This means nothing less than conservation of human life. With such vital issues at stake no single individual should be willing to trust to his unaided and unsupported judgment. The chairman or local secretary will find that it pays to take up these questions with his fellow workers before a decision is made.

In matters of publicity, the same course should be followed although in some communities the chairman or local secretary will have a publicity manager and possibly a publicity committee to pass upon this specialized phase of sales promotion. Every form of publicity which the state association is prepared to supply should be displayed prominently in the local headquarters. Posters, pamphlets, booklets, stuffers, samples of ready-to-print material, newspaper releases, clippings,—all of these should be mounted on sheets of cardboard and

(*Continued on page* 3)

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Through an error the name of Mr. Barclay Spicer appeared in the October BULLETIN as the executive secretary of the Pennsylvania Tuberculosis Society. Mr. Arthur M. Dewees, who has held that position for several years, is still connected with the society in that capacity.

Los Angeles Makes Its Quota

The following is an extract from the report of the 1920 *Seal Sale addressed to the Board of Directors of the Los Angeles Tuberculosis Association.*

On October 19th, the Chairman made a tentative regional survey of the city, selecting names of persons well known generally or in particular organizations or communities as prospective departmental captains or directors of the seal sale and on October 22nd an invitation had been sent to each person on this selected list to become a member (or co-worker) of the Seal Sale Committee for a designated territory, club or other organization. The response to this invitation was so general and generous that the tentative plan practically was made the permanent one. All captains or directors were requested to select their own committees and co-workers for the department assigned to them, to organize and assume responsibility for its complete success, your Chairman making suggestions or giving an outline of organization to aid them. The result was a most splendid spirit of team-work throughout the entire seal sale.

Our general meeting of the Seal Sale Committee members and co-workers was held on November 23rd for the exchange of suggestions, answering questions and a clinical demonstration of some phases of the Association's activities.

We received from the state association the following supplies:

10,000,000 Christmas seals ($100,000).
861 health bonds ($9,125).
5,725 posters for publicity.
50 billboard publicity posters.
7,000 Santa Claus envelopes for street sales.
1,262 celluloid tuberculosis double-cross bangles.
200 seal sale buttons.
600 leaflets on Talking Points for Tuberculosis Workers.
12 Outlines of Suggestions for Tuberculosis Workers.
24 lantern slides.
6 Information Outlines for County Organizations.
100 leaflets for Tuberculosis Sunday.
800 packages of stuffers for publicity in street sales.
2 large zinc cuts of tuberculosis cross.
2 small zinc cuts of tuberculosis cross.
1 set Christmas seal sale cuts.

Our committee had printed a quantity of automobile windshield stickers and handbills. We had made 120 photographic posters of the last summer camp activities, and these attractive camp posters were well displayed in many places where no other form of publicity material would be accepted.

I have divided the publicity given our seal sale into two classes—general and intensive publicity:

General Publicity: Mrs. R. A. Collins and Mr. Hiram J. Wambold were placed in charge of newspaper publicity, and they secured the hearty cooperation of all our dailies during the seal sale, both in news and story as well as in the editorial columns.

The Automobile Club distributed 5,000 windshield stickers to its members; and Mr. Richard Ferris distributed 3,000 of these stickers for use by the Yellow Taxicabs, automobile sales agencies, garages, etc. On Thanksgiving Day 14,000 handbills were distributed by airplanes at the automobile races.

One of our most effective pieces of publicity was 50 painted lighted "Christmas Seal" billboards which were donated to us and displayed from November 22nd until Christmas Day.

During the seal sale, laundry and bakery delivery wagons used the windshield stickers; bakeries used the seals for sealing bread wrappers; creameries placed a seal on top of all milk-bottle caps; the large department and dry goods stores used the seals on all December 1st statements; and many of the hotels, men's clubs and cafes placed the seals on their menu cards.

Many of the down-town business houses and various clubs displayed our camp posters.

The Los Angeles County Medical Association, *Tidings, The Jewish Bulletin,* Barker Bros., Retail Dry Goods, Men's Association, Rotary Club, Myers, Darling & Hilton Co., and numerous other merchants and organizations accorded us general seal sale advertising in their respective publications, house organs, etc.

Talks were given on behalf of the seal sale before the Women's Club of Los Angeles, also before the Optimist, Hundred Percent and Rotary Clubs, and at a luncheon given by Mr. Louis M. Cole to the local commercial organizations.

The Standard Oil, Union Oil and Mexican Petroleum Companies organized their respective employees, inducing each person to buy 25c. worth of seals. The Western Union Telegraph Co. organized its employees, and the motion-picture studios were organized under the direction of Miss Winifred Kingston.

The churches, Catholic schools, private schools, universities, women's clubs, hospitals and many of the men's clubs, all gave us a goodly measure of cooperation. The Chamber of Commerce, Merchants and Manufacturers Association and Retail Dry Goods Men's Association gave us their endorsement.

The police and fire departments were organized by their respective chiefs. The policemen distributed and placed on display the posters sent from the state office. The Fire Department was organized through the captains of the firehouses to sell seals the last two days of our intensive sale. Mr. Sid Grauman presented to the Seal Sale

Committee a loving-cup, to be given to the fireman who sold the largest number of seals. This cup greatly stimulated the seal-selling among the firemen.

The Boy Scouts helped us deliver supplies and place posters in the outlying sections of the city. The Woodcraft Boys took their respective tribe sections of the city and sold seals in the residence districts.

The Los Angeles Street Railway Co. used 1,600 of our posters in the cars from November 25th until the end of the sale.

The Consuls stationed in Los Angeles cooperated generally with us in interesting their respective nationalities both in giving publicity and in using the Christmas seals. Special mention is here made of the seal sale conducted among the Japanese population, which was supervised by Mr. Joy R. Kusumoto, who gave a dinner for the purpose of stimulating interest in organizing a seal sale among these people.

Forty-seven business houses, banks, hotels, etc., permitted us to maintain seal sale booths in their respective establishments, or otherwise cooperated with us fully.

We used the automobile owners list for sending out 70,000 letters each containing $1.00 worth of Seals. This direct mail seal sale has been very popular, and the results were most gratifying indeed.

Intensive Publicity

On December 4th, from 7.00 till 9.00 P. M., the nurses from the White Memorial Hospital and the students from the Loma Linda Medical School conducted a down-town street seal sale.

December 5th and 7th—on the afternoon of each day—Mr. J. A. Raymond, of the Remick Song Shop, loaned his singing quartet, sending them out on a truck through the business section of the city to give a song program in the interest of our seal sale.

December 8th, the Salvation Army had their own bands out—and gave a street parade in the evening—to stimulate the purchase of seals.

December 9th, the Salvation Army workers gave their time during the day to cover the street territory selling seals.

The local theatres ran pictures of our Children's Preventorium Camp in their respective houses. The lantern slides sent us by the state office were used by the picture houses in outlying sections of the city. Grauman's Theatre orchestra gave two concerts outside their lobby during our ten-day sale, each followed by the sale of seals to the crowds.

Mrs. Kirk Johnson, of Beverly Hills, gave a party and tennis tournament, the funds from which were used for the purchase of Christmas Seals.

I attach hereto a financial statement showing receipts and disbursements covering the 1920 seal sale.

Receipts

Mail Sale	$31,747.41
Street Sales	7,207.27
Moving Picture Studios and Industries	2,358.01
Los Angeles Fire Department	1,607.36
Private Schools	1,160.66
Los Angeles City Banks	1,325.00
Beverly Hills Territory	1,000.00
Produce Merchants	864.50
San Pedro Territory	454.00
White Memorial Hospital Nurses and Medical Students	411.12
Japanese Auxiliary	400.00
Protestant Churches and Clubs.	375.00
Catholic Schools, Churches and Clubs	350.00
Salvation Army	323.69
Woodcraft Tribes	265.98
Van Nuys Territory	100.00
Culver City	50.00
Total Receipts for Sale	$50,000.00

Expenditures

Postage	$3,521.00
Mail Sale Letters	1,828.97
Publicity and Printing	461.83
Express and Freight	68.66
Bonding of Workers handling funds	12.50
Prizes to Schools	20.00
Miscellaneous	2.50
Total Expenditures for Sale	$5,915.46

Credits:

Credit on Redeemed Postage	$354.02
Credit on Postage transferred to Association	235.00
Stationery turned over to Association	30.00
Total Credits	619.02
Total Net Expenditures	$5,296.44

Recapitulation:

Net Receipts for local work	32,203.56
25% of gross receipts to State Association	12,500.00
Refund to Association for Expenditures	5,296.44
Total	$50,000.00

(It will be interesting to note that the quota of $50,000.00 was raised in the city of Los Angeles, as the quota was not changed when the county territory was eliminated from our Seal Sale Contract.)

U. S. P. H. S. Institute

In response to a preliminary anouncement of the Public Health Service Institute, which will be held in Washington next fall (but which had been postponed indefinitely), a large number of city and county health officers, physicians, nurses and others replied, indicating a definite intention or hope of attending. After correspondence with the various state boards of health, the Public Health Service has decided to hold a series of twenty-four institutes at various population centers throughout the country.

It is expected that most of the well-known specialists announced for the two weeks' institute in Washington will be on the faculties of two or more of the various local institutes. The schedule of courses, which will probably be adopted with some alterations by most of the institutes, will include Syphilis, Tuberculosis, Industrial Hygiene, Child Hygiene, Sanitary Engineering, Nutrition in Health and Disease, Mental Hygiene, Administrative Problems, etc. No tuition will be charged.

In order that adequate plans may be made for this series of local institutes, it is requested that those intending to attend notify the Public Health Service as soon as possible.

Tentative schedule of dates follows:

Hot Springs*	October
Jacksonville	Nov. or Dec.
New Orleans	Jan. 9-14
Columbia	Jan. 9-14
Dallas	Jan. 16-21
Birmingham	Jan. 16-21
Memphis	Jan. 23-28
Louisville	Jan. 30-Feb. 4
Indianapolis	Feb. 13-18
Pittsburgh	Feb. 20-25
Lansing	Mar. 6-11
Chicago*	Mar. 13-18
Minneapolis	Mar. 20-25
Los Angeles	
San Francisco	
Portland, Ore.	Apr. 10-15
Kansas City, Kans.	Apr. 10-15
Spokane	Apr. 17-22
Newark	Apr. 17-22
Helena	Apr. 24-29
Albany	Apr. 24-29
Denver	May 1-6
A New England City	May 1-6
Washington	Late in May

* The Hot Springs, Ark., and Chicago institutes will deal only with problems of venereal disease control.

Links in the Chain of Success

(*Continued from page* 1)

arranged where they will show to the best advantage. This material is truly inspirational. It will suggest ways for its use that might otherwise be overlooked.

A great responsibility rests on each local chairman and secretary. It was a wise man who said that a chain is no stronger than its weakest link. Each local Christmas seal sale organization is a link in the chain which the state association has carefully wrought. Let every local chairman be sure that his link is strong.

Chickens Buy Seals

Chickens and eggs bought a good many seals in Virginia in 1920. In that state as in a good many others, hard cash is often scarce, but farm products are cheerfully contributed to a good cause. In one small section of the state an agent of the Virginia Tuberculosis Association asked the country women to give her a hen in payment of Christmas seals. It is reported that the chickens fairly flocked in, and the district went "over the top" in good form. The association is planning this year to utilize the idea throughout the state, and is also planning to ask parents to permit their children to give the eggs laid on Sunday toward the purchase of seals. A ham "shower" will be another feature of the sale in rural communities.

Patients Sell Seals

A number of seals were sold by the patients in tuberculosis sanatoria. A complication was caused, however, by the fact that the sales were made by mail, and the county agents of the state association complained that the returns from such sales went out of their own territory. In order to retain the sanatorium sale, which has proved very profitable, the association is planning to run it this year along the following lines: sanatoria will be furnished with a list of all the local agents and will give the patients about three post cards to enclose in their letters to friends, which will be returned to the patient writing the letter. The patient will request the friend to whom he writes, to purchase seals from the local agent, and to return the card to the sanatorium, stating how many seals he has bought. It is expected that this plan will not only keep the proceeds from the sale in the territory in which the seals are sold, but the sanatorium will also be able to compute how many seals it was instrumental in selling.

Placards in Clinics

In places where free clinics are held prior to the seal sale, the Virginia Association will hang placards in the dressing-rooms. The inscription will read somewhat as follows:

"If you are benefited by this examination help others.

Buy Christmas Seals.

See that your county leads that state in the fight

Against tuberculosis."

Pantomime for Christmas Seal Sale

A pantomime which was used last year in connection with the Christmas Seal Sale may prove helpful this year. It was written by Mrs. R. S. Phifer, Jr., Secretary of the Mississippi Tuberculosis Association, and furnishes to the public a unique method of gaining interest in the campaign. Most especially is it linked up with the Modern Health Crusade. It is adaptable and can be easily arranged in almost any setting. The action of the pantomime given below may suggest and be substituted for other

(*Continued on page* 9)

The Hub

Sidelights on the Tuberculosis Campaign as Conducted from National Headquarters

SANTA CLAUS AND THE KIDDIES WHO COME TO LIFE IN THE CHRISTMAS SEAL TRAILER NOW BEING RELEASED BY THE NATIONAL TUBERCULOSIS ASSOCIATION.

Christmas Seal Trailer Released

A seventy-eight foot trailer advertising the Christmas seal sale has been released by the National Tuberculosis Association. The trailer consists of both animated drawing and photography, and begins as Tony Sarg, originator of the now-famous cartoon "almanac," makes a sketch on the screen of the 1921 Christmas seal. When the drawing is completed, he covers it with a sheet of white paper and a second later Santa Claus and the two children break through the paper and step out of their frame. While they are discussing the prospects of a good holiday season, snow begins to fall. The children try to catch the tiny flakes and when they finally succeed they discover that they are not snow flakes at all, but Christmas seals. Follows a close-up of the seal and a final sub-title, "Chrismas seal your Christmas mail. Help fight tuberculosis."

The trailer was produced by the Roder-Cowen Service Corporation, and copies may be ordered through the National Tuberculosis Association for $11.00 each, transportation extra.

Films in the Seal Sale

Christmas seal time is film time. There is no better way to bring the work of the tuberculosis campaign before the public than through the medium of the silver sheet.

Remember that the National Association's motion picture service is at your disposal. Prints of "Jinks," "The Tournament of Youth," "The Modern Health Crusade," "Out of the Shadow," "The Public Health Nurse," "An Equal Chance" and "A Town Under the Microscope" may be rented upon ten days' or two weeks' notice.

Prints of "Jinks," "The Modern Health Crusade" and "The Tournament of Youth" are also for sale. "The Tournament of Youth" is the latest Modern Health Crusade film. It has a dramatic story and shows what effect the Modern Health Crusade movement has upon an entire community once it becomes aroused to the need of disease preventive measures.

SCENE FROM THE TOURNAMENT OF YOUTH.

Colorado Going Strong

The following is a telegram received at National headquarters from the Colorado Tuberculosis Association just before the BULLETIN went to press:

"Friendly feeling throughout Colorado towards seal sale. Chairman secured by personal visits in fifty-two counties so far out of sixty. Three mailing lists already edited by county chairmen. Precampaign publicity being carried free in half newspapers of state. Appreciate splendid backing of National Association. Thanks and best wishes."

Health Fortnight to Mark Semi-Centennial of American Public Health Association

The fiftieth annual meeting of the American Public Health Association will be the occasion of a Health Fortnight. From November 8-19, New York City will be the scene of activities connected with this event, and the publicity with its

(*Continued on page* 12)

Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

NOVEMBER 1921

President Presents Inter-City Cup to D. C. Schools

President Harding on September 27th formally presented the trophy for the Inter-city Crusade Contest to the District of Columbia schools. It was received for the pupils by Superintendent F. W. Ballou, in the presence of other school officials and representatives of the National and District of Columbia Tuberculosis Associations invited to the White House.

When the cup was handed to Mr. Harding, occasion was taken to thank him both as President and as Honorary Vice-President of the National Association for setting aside time, in spite of the pressure of government business, for this endorsement of Crusade work.

In his address of presentation, the President spoke with high appreciation of the progress made against tuberculosis, contrasting the winning campaign of the present with the time when the disease was considered "unconquerable." The most promising aspect of the health campaign he considered the work among children.

In felicitating the schools on their success in a national contest, the President said: "It is a fine thing to excel. If I were to offer a prayer it would be first for the spiritual excellence of our nation and next for its well-being in health. To effect the highest physical excellence for the nation, I would expect the work to begin with the children."

The paper held by the President in the photograph printed on this page is a Crusade chore record. When the record was given him, he said, "I like these," and added, referring to chore 2, "Do you remember, when you were a boy how you liked to wash your ears!"

Following the presentation, the President wrote the letter reproduced in this issue, to convey a health message through the National Association to the boys and girls of the country.

The silver cup was won by Washington for the largest number of pupils in ratio to school enrollment qualifying as Crusaders with the rank of knight banneret, among cities of 100,000 inhabitants or more. The contest is repeated for the present school year. The cup is held for one year by the winning city.

The arrangement for the signal recognition given the Crusade by President Harding was made by Mrs. E. R. Grant, Crusade director of the District of Columbia and assistant secretary of the District of Columbia Tuberculosis Association.

Photograph by Washington Post

Financing Health Chivalry

Crusade Self-Supporting in Twenty-four Hours in Texas

Crusade plays have been given in various parts of the country to raise funds necessary for the work in the community. At Winchester, Va., a performance by children brought out about one-fifth of the town's population, and the sum of $100 beyond the need of the Crusade was raised.

It has remained, however, for the Texas Public Health Association through its Children's Crusader Executive, Miss Pearl N. Hyer to "put over" a playlet sucessfully in twenty-four hours. Several quotations from a letter written by Miss Hyer will show her plan for so easily and so speedily raising money. One of the performances cleared $48.70, and the money purchased a set of standard scales for the school and Crusade material.

Miss Hyer trained 35 children and produced the play in one day. She explains her ability to work so quickly as follows: "I do all the talking, and the children just have to know how I want them to come on the stage and what I want them to do. Their part is merely pantomime. The three main characters besides myself are Jester, the Cat, and the Dog. These three children do funny stunts and I train them a little longer than the others. On Saturday afternoon I had the children for 30 minutes, and Monday night the play was put on.

"On each side of the stage I have a teacher who has a list of the order in which I want the children to come on. I either look toward her or send Jester for the next group. As I do the talking myself, if the wrong children are sent in I can easily change my part. I cannot give an outline of what I say, because I really improvise. The skeleton of my talk is always the same, but in each community I make the one outstanding need the feature of the act."

For the Christmas season Miss Hyer expects to introduce Santa Claus as one of the characters, and in some way work in the Christmas seals to advertise them for the seal sale. She will emphasize the fact that part of the money from the funds raised goes toward organizing Crusade work in different communities.

In commenting on her results, Miss Hyer says she feels that a great deal of the enthusiasm of the children comes because they are given a certain amount of responsibility and a chance to use their own initiative.

Miss Hyer sends the following advance letter to the towns she is to visit:

"Plans to Make the Modern Health Crusade Organization a Success"

"Arrange for me to have twenty minutes in each schoolroom to present the Modern Health Crusade to them.

"Should like to address the Parent-Teachers' Association. Please have as large an attendance as possible. If possible, all teachers should be present. At this meeting a program that will better the community as well as the child will be presented.

"Please pick out three high-school girls that are 'live wires' and invite them to attend the Parent-Teachers' meeting, and to meet me immediately following.

"I should like to present a health play the following night and charge 10 cents for children and 25 cents for adults. This money should be used to buy scales and measuring-rod that we know are standard. If there is a balance, let it go towards buying Modern Health Crusade supplies.

"The health play is a splendid health lesson to bring before the children and adults, and has met with a great deal of success in all communities where it has been presented.

"I need JUST ONE afternoon's practice with the children and at this time I will need two teachers to help me.

Characters

"Please have the following children. I have the costumes, so the children must come from the 1st and 2nd grades, except where a difference is stated.

1. *Jester.* A boy 12 years old and very bright.
2. *Dr. Sunshine*
3. *Dr. Exercise*
4. *Dr. Water*
5. *Dr. Diet*

Have all of these boys.
Have them the same size.

Dr. Sunshine must have a yellow half sun with rays coming out from it on his hat. Hat must be a high silk one, if possible.

Dr. Exercise must carry dumb-bells.

Dr. Water must wear a bathing suit and a bathing cap.

Dr. Diet must have a chef's cap and apron and carry a small tray with a few dishes on it.

Have each of them carry a large suitcase. One side must be covered with white paper bearing the title in large black letters: *Dr. Sunshine, Dr. Exercise, Dr. Water* and *Dr. Diet.*

6. *Dirt.*
7. *Neglect.*

Should be represented by two boys, about 8 or 10 years of age. They must have the 'raggedest clothes' possible and look disreputable.

8. *Ignorance.* A boy who will really let me make him look the part.

9. *Good Cheer.* A bright high-school girl who can smile and look the part, dressed in white.

10. *Tooth Brush.* A little girl from the first grade, the smaller the better. The only requirement is to have her dressed in white.

THE QUEEN OF HEALTH IN A MODERN HEALTH CRUSADE PAGEANT TRIUMPHS AT ATLANTIC CITY, N. J.

11. *Milk.* A very small girl, dressed in white.

12. *Publicity.*
13. *Knowledge.*

Should be represented by two boys from the second grade who are small and about the same size. It is very necessary to have these boys full of life and fun, as they are the leading characters in the play. Publicity is the dog. Knowledge is the cat. I have the suits.

14 to 33. *Vegetables.* Twenty little girls, all dressed in white—either black shoes and stockings or white, but they must all be alike and as nearly the same size as possible. Have them all wear hair ribbons. They represent the vegetables, and I will give them what I want them to carry.

34. *Sleep.* A wee little tot in either a nightdress or a pair of pajamas, carrying a candle.

35. *Health.* I take the part of Health.

Total number of children required, 34.

"I sincerely wish for your cooperation in carrying out these details in order to have the best and most interesting HEALTH DEMONSTRATIONS your community has ever had.

"If you wish further details, please write Children's Secretary, 616 Littlefield Building, Austin, Tex."

Profitable Hallowe'en Party

Last year the Child Welfare Association gave a Hallowe'en party for the children of Chester, Ill., who made enough money to supply badly-needed playground apparatus in the three school yards. This year Miss E. Myrtle Fisher, the county tuberculosis nurse, suggested that a health play be produced by the three largest schools on Hallowe'en night. This date was chosen partly because of the atmosphere on Hallowe'en which is conducive to having a spontaneous good time, and also because it is several weeks after the beginning of school and children will have been performing their health chores for a sufficient period of time to become acquainted with the Crusade. Miss Fisher plans to use "Our Friends the Foods," "King Good Health Wins," "Judith and Ariel," and "David and the Good Health Elves," all of which may be adapted to suit the spirit of a Hallowe'en party. Her idea of using these plays for Hallowe'en may be a suggestion for others who are seeking both to spread the interest in the Crusade and also to raise funds.

Health Games

Following the description of child-made chore records in the September issue, the BULLETIN plans to publish from time to time explanations of varied projects for health teaching in the schools. The following games have been found useful in teaching health graphically. The value of good habits and harm of bad ones are emphasized. Mental alertness is stimulated, and wholesome fun and exercise are provided.

The apparatus is simple and can be made by pupils. The principal material required for the three first games is a piece of heavy cardboard.

Credits are added for good habits, and subtracted for bad habits.

Health Wheel

A circular piece of cardboard 15 inches in diameter is divided into 24 sectors. Good habits are printed in 12 alternate sectors, and bad habits in the others. Each sector is given a number of points,

(*Continued on page* 8)

New Crusade Campaign for Millions of Malnourished Children. New Appeal for Seal Sale

A special edition of the Crusade chore record for nutrition work has been prepared by the National Association. Through these nutrition chores malnourished children are given a special regimen to build up weight and strength, while all the charm of the Modern Health Crusade is maintained.

The publication of this new chore record follows an interchange of ideas between authorities on child nutrition work and representatives of the National Association during the last two years. The Association had the immediate cooperation of Dr. Wm. R. P. Emerson in writing both the record and the corresponding circular of instruction for teachers and nutrition workers. It is anticipated that both pieces of printing will be ready for use in schools and nutrition clinics during the second term or semester of the present school year.

At least one-fourth of American school children are to be classed as malnourished, according to a number of pediatricians. Their conclusion is based on examinations in representative schools in the four quarters of the country. By this estimate there are five million undernourished among the children of school age. Dr. Emerson, president of Nutrition Clinics for Delicate Children, estimates that one-third of the school children are as much as 7 per cent. under the average weight for their height.

Hitherto, undernourished and normal children have shared the benefits of the Modern Health Crusade alike, and while the chores have been set primarily for normal children, reports from numerous localities show underweight children building up rapidly under these normal chores. The new Crusade course is introduced to give a special regimen for malnourished children, under which they may expect to progress still more rapidly. Malnutrition is styled a disease by many physicians, and is recognized by all as a condition favorable to disease, which should not be tolerated. The term malnutrition seems to be generally used not only for defective alimentation, but for defects, like adenoids and decayed teeth, that register in underweight and anemia.

In recognition of the many factors involved in malnutrition, the Crusade nutrition course requires each child to take a medical examination before his performance of chores may be counted. Wherever possible, all defects such as adenoids, diseased teeth, etc., should be corrected at once.

A dietary list for two consecutive days is to be submitted in advance, and a statement of the hours ordinarily given to sleep, study, play, etc. From these preliminaries, changes in food and daily program are formulated for the child.

The Crusade nutrition course will harmonize with procedure followed by nutrition clinics and classes. It will serve to intensify the work where clinics and classes are established, and to extend the work to communities where they are not established. The Crusade printed matter will correspond to forms already available, like the report blank for physical examination, published by Nutrition Clinics for Delicate Children.

The November BULLETIN goes to press before the editing of this new Crusade material by the various committees interested in the Crusade has been completed. Subject to change, the nutrition chores are as follows: Chores 1, 2 and 7 are distinct innovations, and other changes have been made. Some of the normal chores have been omitted, on the ground that, while beneficial, they would increase the stint too much for subnormal children:

1. I was weighed this week on the day checked (x).
2. Beside a good breakfast and the noon and evening meals, I ate mid-morning and afternoon lunches, as directed.
3. I ate only wholesome food to-day, including vegetables, fruit, and at least a pint of milk, as directed; and tried always to eat and drink slowly.
4. I drank four glasses of water, some before each meal, and drank no tea, coffee nor any injurious drinks.
5. I went to toilet at my regular time.
6. I was in bed last night ten or more hours, as directed, windows open.
7. I rested lying down not less than twenty-five minutes, both this forenoon and this afternoon.
8. I played in the fresh air to-day, exercising for the time and in the way directed.
9. I washed my hands before each meal to-day.
10. I brushed my teeth thoroughly after breakfast and after the evening meal.
11. I took a full bath on each day of the week that is checked (x).

The titles of squire, knight and banneret are to be awarded for the performance of the nutrition chores; and when the course is completed, the Crusader may continue work for advanced honors, using graded chores for normal children.

The nutrition course for subnormal children is intended in no wise to supersede the established Crusade courses for the majority of children. They will remain to meet the normal, universal and crying need for instruction for good health habits.

With the added course, the Crusade is closely adapted to all children, those who need medical attention and those who do not.

Popular attention in health work is now focussed on the malnourished child. On the eve of the Christmas seal campaign, the Crusade nutrition course adds an important appeal for financial support for the work of the tuberculosis associations.

Adaptable Booklet

Another suggestion for making money and spreading a knowledge of the Crusade may be of service to Crusader Executives. This is "Money-Making Affairs and Socials," a booklet issued for clubs, churches or school organizations. This book contains suggestions and descriptions for carrying out all kinds of moneymaking entertainments and would undoubtedly furnish some good ideas which might be adapted and made pertinent to the Crusade. The book may be purchased at nominal cost from the Entertainment Editor, *Woman's Home Companion*, 381 Fourth Avenue, New York.

PUBLIC OPINION AND THE HEALTH KNIGHTS VANQUISH GIANT IGNORANCE IN A PAGEANT GIVEN AT HUNTSVILLE, MO.

Health Games

(*Continued from page 6*)

as 25 or 50. An arrow, held in place in the center of the board by a bent pin, is spun, and the points of the sector in which it stops are counted. The one who makes 500 first wins.

Fish-Pond

One-inch slots are cut in a box cover. For each slot a fish 1 by 3 inches is cut from cardboard, with a hole for an eye. Each fish is marked with a good or a bad habit, given a number of points and inserted in a slot, head up. Poles are made from short sticks with strings and bent pins. No more than two children should play.

Bowling

A board 9 by 15 inches, with a 2-inch rim, has 8 holes 2¾ inches in diameter, each labeled with a good habit and a number of points. Two balls which will not quite fall through the holes are used: a white one marked "Carefulness" and a red one marked "Laziness." The balls are placed on the board. which is tilted. The object is to roll the white ball into a hole and keep the red one out. If the red ball rolls into a hole, points must be subtracted.

Who?

Sixty cards are numbered consecutively, and each carries an answer at the top and a question at the bottom. The player with card 1 asks his question, "Who is the healthiest person here?" The player with card 2 answers "I am!" and then asks his question, which is answered by the next. The cards are so prepared that, as the players call the question in numerical order, the answers correspond. This is a very hilarious game. Questions may be devised, as desired.

My Health

This is based on the game of authors, with three cards to a set, and sets may be made up as follows. A: fruit, cereal, milk. B: clean hands, clean face, clean teeth. C: tidy clothes, clean shoes, smooth hair. D: sleep, fresh air, exercise. E: happiness, work, play. F: clean mind, clean body, clean brain. G: good health, good manners, wholesome food. H: eggs, raisins, oatmeal. I: proper height, proper weight, sportsmanship. J: outdoor play, balanced meals, cheerfulness. At the upper right of each card is the letter of the set. At the upper left is one of the three health points, with the other two at the lower left. Each card has a different word at the top. On the reverse side is pasted a picture illustrating this word. The cards are shuffled and dealt, and each player in turn gives a card to the next. The aim is to match cards for sets, and the winner is the one who gets the most sets.

Ring Toss

A board 6 inches square has a hook in the center, equidistantly surrounded by eight hooks in a circle. The hooks are labeled with health habits, and points assigned. Celluloid rings an inch in diameter are tossed on the hooks. The player's hands must not come within 12 inches of the board.

The game may also be played with a board 2 feet square, in which large hooks are fastened. Rubber fruit jar rings are thrown on the hooks, and the players may not come closer than 5 feet.

As another variation, sticks may be pounded in the ground, and horse-shoes thrown on them.

Drop the Handkerchief

The players form a circle, the first choosing a good food and the next a bad food, and so on. A child outside the circle drops a handkerchief behind a good food, whose name is called out by the others, and runs for the vacant place. If caught, he must go in the center of the circle. If he forgets and drops the handkerchief behind bad food, he must go inside at once. This game is a memory test.

Magic Dots

At the top of a card 4 inches square is pasted a picture showing the source of some food, such as a cow or a wheatfield, with the name of the object below in 1½-inch letters formed by holes at equal distances. The card is placed on a paper, and a dot made through each hole with a colored pencil. The child may then tell of the food represented.

Missouri Children Dramatists

A Crusade pageant, written by the pupils of the seventh and eighth grades at Huntsville, Mo., with the assistance of the teacher, Miss Sarah Rutherford, was pronounced by anti-tuberculosis workers of wide experience one of the most effective children's health dramas ever produced. After a local success, *"The Great Triumph"* scored a hit before an immense audience at the state fair at Jefferson City last summer.

The pageant opens with *Uncle Sam* telling of the large number of children handicapped by physical defects. *Knowledge* and *Public Health Nurse* discuss the matter and tell of the work of the Modern Health Crusade. Three health knights enter, and it is decided to hold a contest between the friends and the enemies of *Health*.

The second scene takes place near the castle of the *Giant Ignorance,* surrounded by his various imps, *Dirt, Darkness,* etc. The giant is disturbed by the interest in health. He has heard that school children are joining the Crusade, and he fears that *Public Opinion* will be aroused. The imps tell of their work, confident that they cannot be routed by a few school children.

In the third scene occurs a tourney between the friends and the foes of *Health.* A Crusade chorus sings the Crusaders' song, and *Uncle Sam* reads a proclamation. A health knight comes forward and gives facts about patent medicines. The patent medicine imp tries to argue for their use, but is answered by the knight and driven from the stage at the point of the sword. The *Cigarette Imp* is challenged and speaks for himself, but the evidence is against him and he is banished. The *Stimulant Imp* is likewise disposed of. The *Tuberculosis Imp* is then challenged to a combat with *Sunshine, Fresh Air,* etc., and slain.

A health fairy enters and tells how a strange figure was found asleep in the forest. The sleeper, awakened, proves to be *Public Opinion,* now coming to the aid of the friends of *Health.* Some of the imps flee in fright as a group of fairies enter with *Public Opinion,* who makes a speech, pledging aid to the school children. Three knights advance to meet the giant *Ignorance* and his attendants, and the giant is slain. The remaining imps flee and the friends of health join in a health song.

MEMBERS OF THE CAST OF "LITTLE VEGETABLE MEN" PRESENTED BY THE CHILDREN AT SUFFOLK COUNTY, PATCHOGUE, LONG ISLAND

A Community Chest—Why?

In Colorado more than thirty welfare and philanthropic organizations recently organized a Community Chest for the benefit of the city of Denver. While the plan was taking form, Mr. George W. Gano, treasurer of the Colorado Tuberculosis Association, addressed a letter to directors of the Denver Society, setting forth the advantages and disadvantages of the Community Chest idea. The letter so clearly sets forth the pros and cons of the plan that we are publishing it for the benefit of other associations that may have occasion to consider the Community Chest as a means of solving their financial problem.

The Colorado Tuberculosis Association has been invited to join a Denver Community Chest. Such a request was first made by a committee of twelve, representing the Denver Civic and Commercial Association, the social agencies and the contributing public, which met to consider the advisability of such a chest for Denver. The request was made again last week by the Denver Federation for Charity and Philanthropy, which endorsed the Community Chest plan as presented by the committee and requested each of its constituent members to choose, before July 31st, two delegates to represent it in the Council of a Community Chest.

The executive committee of this society had already appointed a committee to consider whether the society should join. This committee, through its chairman, Mr. Grant, reported to the Federated Charities that "The Denver Tuberculosis Society will join in the Community Chest movement on the two following conditions, viz.:

1.—That its budget include its financial obligations to its parent societies, the National Tuberculosis Association and the Colorado Tuberculosis Association.

2.—That the Christmas seal sale be permitted."

Before, however, final action is taken by this society, the cooperation of the directors is requested, and they are hereby given the opportunity of presenting their opinions and suggestions to Mr. Grant's committee, as to the advisability of the inclusion of this organization in a Community Chest.

For those directors who are not familiar with the Community Chest, it may be explained, briefly, as a plan to raise the budgets of all the local social and philanthropic agencies at one time in an annual campaign.

In making its decision the committee considered in favor of the Chest the following facts:

I. That the Community Chest, which is an outgrowth of the War Chest, does away with the multiplicity of campaigns and reduces overhead campaign expenses and duplication of effort.

II. That thirty-one cities are cited as having carried it on successfully.

III. That it frequently increases the number of contributors and obtains more money.

IV. That the budgets of the participating organizations are carefully estimated and approved by the Board of the Community Chest, so that funds are not raised indiscriminately.

V. That, even though there are many serious objections, the Chest is growing in public approval and seems to be at present the best solution for so many expensive campaigns.

The following objections were also considered:

I. That the plan is a business movement, and while purely business institutions may give more, experience has shown that the average individual gives less in the aggregate.

II. That the Community Chest tends to submerge the individuality and to destroy the clientele of the various organizations participating. As a consequence, if it is adopted and later discontinued, the different societies will come before the public greatly weakened.

III. That in time of financial stringency, such as the present, if only a portion of the necessary budgets of all the participating organizations is raised, it is very likely that educational organizations, such as this society, will suffer.

IV. That the governing board of the Community Chest, being local, is likely not to be open-minded towards the obligations this society has to the state and national associations, of which it is an integral part. In Colorado these obligations involve the very existence of the state association, for Denver, by reason of its size, furnishes slightly less than two-thirds of the funds of the state association. With Denver's support withheld, the enormously valuable work done in the rural and mountain districts would cease. Tuberculosis is a national problem, and the local societies are the tentacles of the national work.

V. That in this nation-wide work the Christmas seal sale has developed as the unique type of appeal for funds to support the work, because half of its value is found to be educational.

For these reasons, therefore, the Committee reported that it would join in the movement only if its state and national obligations were met and the Christmas seals were allowed to be sold.

Health at the County Fairs

Free merry-go-round and Ferris wheel rides were the prizes offered to the children who were up to par, according to the standard of the North Dakota Public Health Association, when its traveling clinic and exhibit visited the county, state and interstate fairs. The managers of the carnivals cooperated with the work of the association.

The association found that the children were the best advertisers for their campaign for, in many instances, parents were brought in for examination and requested literature, as the result of enthusiastic recommendation by the youngsters.

Pantomime for Christmas Seal Sale

(Continued from page 4)

startling ideas which the public ought to know.

The Pantomime

In some public spot in the heart of a town, set up a simple stage—a rough platform with steps at the back. The porch of a prominent building will serve A black calico curtain should be at the back and there are no properties. The action is in pantomime and should be adapted to last not more than 15 minutes. The cast consists of not less than six, or more than ten children, Death, and Crusader "Good Health."

The children are playing "Drop the Handkerchief" or some other game played in a circle. They are gaily laughing and singing. Death stands by an opening in the centre of the curtain. Every four minutes a deep bell tolls, signifying that every four minutes someone dies from tuberculosis in the United States. As the bell tolls, Death draws aside the curtain slightly. One of the children drops out of the circle and goes reluctantly through the curtains. The other children continue to play without noticing their playmate's disappearance. This is repeated three times. Then from the side entrance comes Modern Health Crusader in costume. He points with his sword toward Death, motioning him to be gone. Death disappears through the curtain. The Health Crusader beckons to the children. They kneel before him and he knights them with his sword. He holds up a scroll on which is printed in large letters "We promise to be good Health Crusaders and to keep the Health Rules." To signify their promise, the children hold up their hands. They go off through the side entrance and disappear behind the curtain.

Death and the children called by Death alone should use the centre entrance. The Crusader and the other children must use either or both side entrances. It is suggested that the costume for Death be copied from Hosea in Sargent's Frieze. The costume for the Crusader will be loaned by any school into which the Modern Health Crusade has been introduced. The children may wear their every-day clothes.

The pantomime will produce the most successful results if given every day for one week in the same setting and at the same hour, preferably at a place or time when many persons are likely to be passing by.

It is suggested that a large sign be printed in big letters in front of the base of the stage, bearing the following legend: "One death from tuberculosis occurs in the United States every four minutes."

Seal Sale Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns.

Ouija Board Helps T. B. Campaign

An automatic ouija board the answers questions put to it without any manipulation by the spectators is a unique form of visual education in health devised by the Hennepin County (Minnesota) Tuberculosis Association.

Originally constructed for the association's summer health campaign carried on in the Minneapolis city parks, the board was later operated at the Minnesota state fair, and on another occasion was equipped with another set of words and called into the service of the city's spring "clean-up" drive. The use of the board proved most effective when an entertaining speaker skilfully guided the questions put by the spectators and took the ouija's answers for cues in making various points in his health talk.

The walls back and to each side of the board, carrying anti-tuberculosis posters, really conceal an operator who moves an anvil-shaped pointer over a board exactly corresponding to the one viewed by the spectators. The pointer is fastened to one end of a pantagraph frame and on the other end of the pantagraph is an electro-magnet that moves under the front board and directs the movement of the planchette, the legs of the planchette being shod with thin steel plates. Whip cord, wrapped around the pointer and strung along the frame of the pantagraph to the magnet, enables the operator to twist the planchette so that it may point at the figure or word desired.

The same idea could be successfully utilized in the interest of the seal sale in show windows, schools or at exhibits.

THE EVER-POPULAR OUIJA BOARD HELPS TO ENFORCE HEALTH PRINCIPLES IN HENNEPIN COUNTY, MINN.

A Guessing Contest

A guessing contest was a feature of the seal sale at Fort Wayne last year. A newspaper conducted a guessing contest, offering a small prize to the winner. Each issue of the paper contained a coupon which read substantially as follows: "I guess that the Christmas seal sale in ———— this year will reach $ ————." This was followed by a blank space for the guesser's name and address. The newspaper devoted considerable space to the sale, showing the amount of money that had been raised the year previous and commenting on the coupons that were being sent in. This gave the association some excellent publicity, and aroused public interest, which was maintained up to the last day of the sale. Throughout the contest, photographs of persons prominent in the community were also published over an endorsement of the Christmas seal sale.

Seals as Newspaper Stickers

At Huntington, Ind., tuberculosis workers conceived the idea of sticking a seal on every paper of a certain Sunday issue. The newspaper gave a little box for the purpose, underneath which appeared an editorial on the Christmas seal. A local sorority volunteered to do the work of pasting the seals on the newspapers. The idea was passed along to other cities and was successfully adopted in a number of places.

Basket-ball for the Cause

A number of Rotary and Kiwanis Clubs in Indiana arranged inter-city basket-ball or indoor baseball games in the interest of the seal sale. The proceeds from these games were turned over to the seal sale fund.

Children's Circus and "Strike"

It is true that in many localities a strike of children would meet with severe criticism. In many communities, however, it would offer a novel and amusing "stunt" for arousing the interest of the public both in the seal sale and in the purpose of the tuberculosis campaign itself. The New York Tuberculosis Association is planning during this year's campaign to feature such strikes in various parts of the city. The youngsters will be dressed in open-air class costumes and will parade the streets carrying banners with such captions as "We need fresh air," "Give us open-air schools," "We need playgrounds," etc. Another banner will bear the statement that "The New York Tuberculosis Association Defends Our Rights."

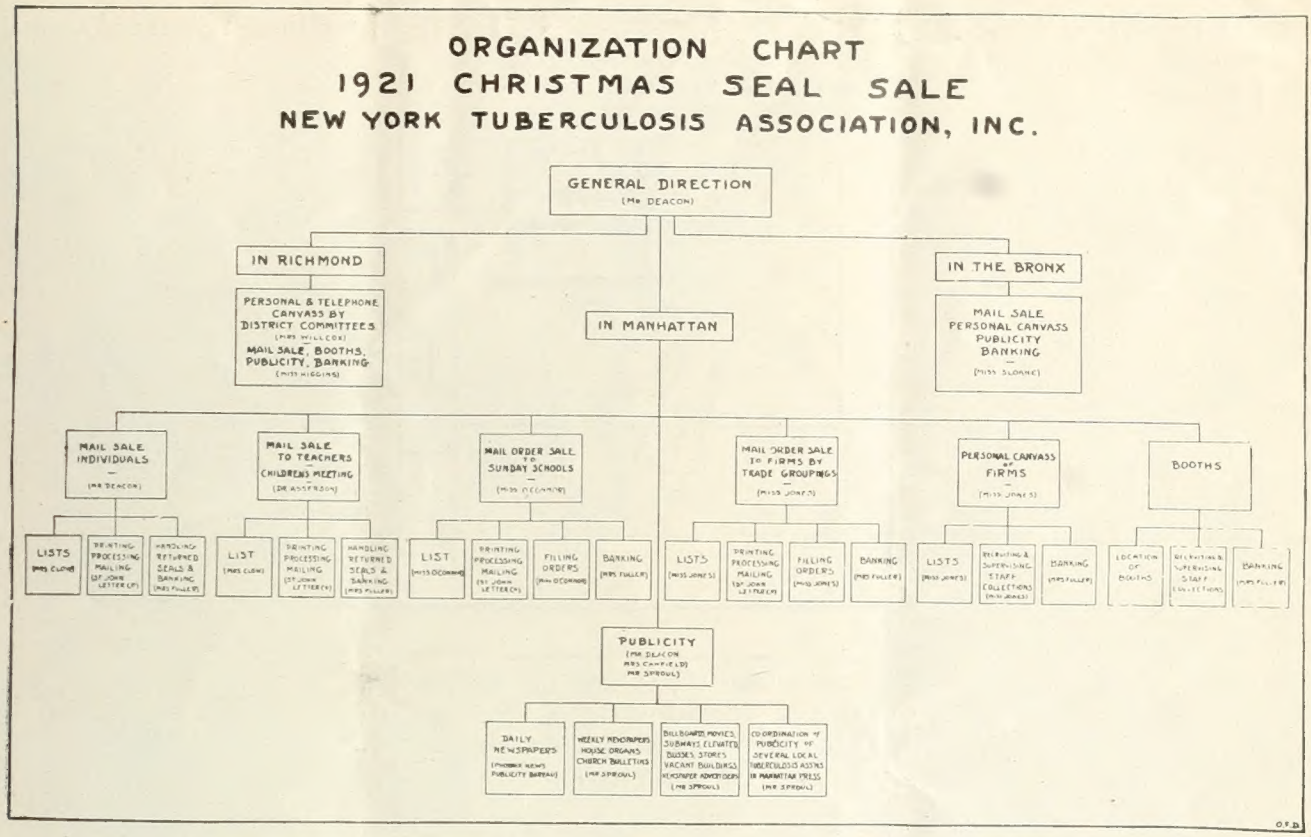
The Association is also planning a burlesque circus in which will be featured animals that live outdoors, eat proper food, have sufficient exercise and enough fresh air. The cow will be the honored animal and will be escorted by a bodyguard.

Fifth Avenue's famous buses will be engaged for one day to carry children along Manhattan's great thoroughfare. The buses will be decorated with banners and captions to the effect that the children belong to the association's Health Club, that they do not use tea or coffee, drink plenty of milk and have plenty of fresh air.

Seal Postal Service

As every child psychologist is well aware, the most effective way to secure and hold a youngster's interest in a serious subject is through the medium of play. It was a wise and thoughtful school superintendent, therefore, who organized a postal service in a number of Mississippi schools, with a postmaster, postmistress, mail clerks and postmen chosen from among the pupils, in order to arouse enthusiasm in the Christmas seal sale. Every officer was obliged first to pass a "civil service examination," a real post office window with pigeon-hole boxes was constructed, and the postmaster and postmistress alternated as officials in their free periods. The assembly hall of the school was laid off into rows, the seats numbered, and pupils began writing letters, post cards and addressing packages to each other, or to their teachers. These were mailed in the school post office, with Christmas seals serving as postage stamps. Some were sent "special delivery," some were "registered" and others were sent by "insured parcel post."

The day before the closing of school prior to the Christmas holidays, the postmen assorted the packages and delivered them to the addressees. The result of this little game was that $40.00 worth of Christmas seals were sold in that one school, although the attendance there was by no means a large one.


ORGANIZATION CHART
1921 CHRISTMAS SEAL SALE
NEW YORK TUBERCULOSIS ASSOCIATION, INC.
GENERAL DIRECTION
(Mr. DEACON)
IN RICHMOND
PERSONAL & TELEPHONE CANVASS BY DISTRICT COMMITTEES
(MRS. WILLCOX)
MAIL SALE, BOOTHS, PUBLICITY, BANKING
(MISS HIGGINS)
IN MANHATTAN
IN THE BRONX
MAIL SALE PERSONAL CANVASS PUBLICITY BANKING
(MISS SLOANE)
MAIL SALE INDIVIDUALS
(MR. DEACON)
MAIL SALE TO TEACHERS CHILDREN'S MEETING
(DR. ASSERSON)
MAIL ORDER SALE TO SUNDAY SCHOOLS
(MISS O'CONNOR)
MAIL ORDER SALE TO FIRMS BY TRADE GROUPINGS
(MISS JONES)
PERSONAL CANVASS OF FIRMS
(MISS JONES)
BOOTHS
LISTS (MRS. CLOW)
PRINTING PROCESSING MAILING (ST. JOHN LETTER CO.)
HANDLING RETURNED SEALS & BANKING (MRS. FULLER)
LIST (MRS. CLOW)
PRINTING PROCESSING MAILING (ST. JOHN LETTER CO.)
HANDLING RETURNED SEALS & BANKING (MRS. FULLER)
LIST (MISS O'CONNOR)
PRINTING PROCESSING MAILING (ST. JOHN LETTER CO.)
FILLING ORDERS (MISS O'CONNOR)
BANKING (MRS. FULLER)
LISTS (MISS JONES)
PRINTING PROCESSING MAILING (ST. JOHN LETTER CO.)
FILLING ORDERS (MISS JONES)
BANKING (MRS. FULLER)
LISTS (MISS JONES)
RENTING & SUPERVISING STAFF COLLECTIONS (MR. JONES)
BANKING (MRS. FULLER)
LOCATION OF BOOTHS
RECRUITING & SUPERVISING STAFF COLLECTIONS
BANKING (MRS. FULLER)
PUBLICITY
(MR. DEACON MRS. CANFIELD MR. SPROUL)
DAILY NEWSPAPERS (PHOENIX NEWS PUBLICITY BUREAU)
WEEKLY NEWSPAPERS HOUSE ORGANS CHURCH BULLETINS (MR. SPROUL)
BILLBOARDS, MOVIES, SUBWAYS, ELEVATED, BUSSES, STORES, VACANT BUILDINGS, NEWSPAPER ADVERTISING (MR. SPROUL)
COORDINATION OF PUBLICITY OF SEVERAL LOCAL TUBERCULOSIS ASSNS IN MANHATTAN PRESS (MR. SPROUL)
O.F.D.

The Seal Sale "Score"

The Fort Wayne Anti-Tuberculosis League devised a very successful stunt last year for calling attention to the Christmas seal sale. It consisted of a disc called a "speedometer," on the face of which were painted numerals representing the purchase of seals. As each day's report was received, an arrow was pointed to the result of the day's sales. A large sign reading "Let's speed 'er up" accompanied the disc. The speedometer was, of course, placed on one of the most prominent street corners in the city.

Trading Seal Solicitors

During the 1920 seal sale, Mr. H. M. Cass of the South Dakota Public Health Association secured a woman interested in tuberculosis work to solicit for the sale in a city where, because of the chairman's lack of initiative, the outcome of the campaign looked dismal indeed.

After becoming acquainted with a woman residing in the town and having excellent social connections, she called upon the latter's friends urging them to buy bonds and seals. Unhampered by the handicap of approaching her own friends, she was able to raise over $2,000.

The South Dakota Public Health Association is planning this year to have several cities trade their solicitors, one-half of the solicitors from one town working in teams with half of the solicitors of another, thus making the combination of a local person with influence in addition to an outsider to make the personal approach.

Seal Tableau on Truck

An imaginative member of the Alabama Tuberculosis Association was responsible for the following "stunt" idea for promoting the Christmas Seal Sale:

A large open truck may be equipped with a background approximately 12 feet high by 9 feet wide. This is mounted on the left-hand side of the truck, facing inward. The background should be painted to represent the frame of the Christmas seal enlarged, but the figures will be omitted. A man in the costume of Santa Claus, and the two children then mount the truck and take their places within the frame. After a curious crowd has gathered, a speaker delivers a four-minute talk from the truck.

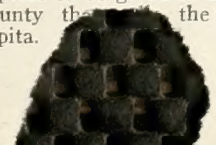
This "stunt" is very inexpensive, as it requires no outlay but the cost of the frame and the costume for Santa Claus.

Correspondence "Stickers"

The Michigan Anti-Tuberculosis Association is using a sticker bearing the legend "Buy Christmas Seals and Save Human Lives" on the back of all envelopes being sent out from anti-tuberculosis headquarters.

Letters to the American Legion, Rotary, Kiwanis and similar clubs, and to the County Federation of Women's Clubs, inviting their cooperation in the Christmas seal sale, will also be sent out by the Association.

The interest of school children and teachers will be increased materially by a prize to be given to the school in each county th[illegible] the most seals per capita.



Health Bonds Finance Clinics

"One Hundred dollars will finance a clinic." So stated the Topeka Tuberculosis Association in its letters to business men urging them to buy health bonds. The Association also agreed that the county clinic thus financed would be known by the name of the merchant or corporation purchasing the bond.

The Topeka Tuberculosis Association's sale last year amounted to 7½ cents per capita, and bonds made up a very large part of this sale. In one town of 50,000 population, $2,100.00 worth of bonds were sold before the seal sale was started. Not only was the county enriched by a tuberculosis clinic, but business firms received thereby some invaluable publicity.

Utah to Be in Readiness by Thanksgiving

Prospects are bright for a bigger seal sale than last year. We anticipate unusual response for seal sales in bulk, orders for which are being taken now from our public utilities manufacturers and wholesalers. Our health exhibit at the state fair and the traveling clinic in the field with a personnel of eight people will be main factors in the general result. State will be completely organized by Thanksgiving Day. Our goal is forty-five thousand dollars.

(Signed) JAMES H. WALLIS.

Health Fortnight of A. P. H. A.

(*Continued from page 4*)

slogan "Health First" will stimulate interest throughout the country.

Health Fortnight will include three major divisions—a Health Institute from November 8-11; a Health Exposition, November 14-19; the Fiftieth Annual Meeting of the American Public Health Association, November 14-19. Representatives from virtually every state in the union and from many foreign countries will participate in the extensive program.

To focus the attention of the general public upon this celebration, November 13th will be observed as Health Sunday in many churches. Health Day will also be observed in the synagogues and in numerous business and social organizations. Speakers prepared to talk authoritatively on health topics will be furnished on request to any of these organizations. The New York County Chapter of the American Red Cross is cooperating with the general committee in the arrangement for this service.

The Public Health Exposition will undoubtedly make the widest appeal to the lay public. It will be the largest affair of its kind ever held in New York City, and will be conducted under the joint auspices of the Department of Health of the City of New York and the American Public Health Association.

The Health Institute, from November 8-11, will present to visitors to the convention an unusual opportunity to see the operations of established methods applied to various phases of public health work. About forty demonstrations have been planned. The thoroughness of the program may be gathered from the fact that the Institute is sponsored by the American Public Health Association, the Health Department of the City of New York, the New York State Department of health, the U. S. Public Health Service, the National Health Council, and the Committee on Public Health of the New York Academy of Medicine, with the cooperation of approximately one hundred other organizations. The chairman of the committee in charge is Dr. W. A. Evans. The director of the Institute is Dr. D. B. Armstrong of the National Health Council.

Following the week of the Institute and the observance of Health Sunday will come the opening of the scientific sessions, the meetings of the American Public Health Association in celebration of its semi-centennial. The sessions will begin on November 14th and the headquarters will be at the Hotel Astor, Broadway and 44th street.

The scope of the meetings is indicated by their division into the following: General Sessions, Public Health Administration, Child Hygiene, Public Health Publicity and Education, Laboratory Section, Vital Statistics Section, Industrial Hygiene Section, and Food and Drug Section. Speakers before these sections will include health workers of world-wide repute.

It is almost unprecedented to find an organization celebrating its semi-centennial, while its founder is on the verge of marking his own centennial. This is the case, however, with the American Public Health Association, for its founder, Dr. Stephen Smith, although in his 99th year, is still active and will participate in the meeting. A banquet will be held in Dr. Smith's honor as a part of the semi-centennial celebration.

As a permanent souvenir of the semi-centennial and as a record of the work accomplished, a Jubilee Historical Volume entitled "Fifty Years of Public Health" will be ready for distribution during Health Fortnight. Further information regarding the semi-centennial may be obtained from the American Public Health Association, 370 Seventh avenue, New York.

SAY—DON'T 10 MINUTES EXERCISE IN THE MORNING—AFTER SLEEPING WITH THE WINDOWS OPEN—GIVE THAT GRAND AND GLORIOUS FEELING?
67
68-69-70
71
AH! A NEW VICTIM
MR. GERM.
1
TALK ABOUT KEEPING FIT—NOTHING LIKE A SATURDAYS HIKE IN THE COUNTRY TO KEEP ONE IN FINE CONDITION.
ON HIS TRAIL
2

A FOLDER INTENDED FOR THE GENERAL PUBLIC DISTRIBUTED BY THE DETROIT TUBERCULOSIS SOCIETY.

Aeroplanes, Tractors and Electricity

The use of aeroplanes has proved profitable in several states during Christmas seal sales in the past, and the Wisconsin Anti-Tuberculosis Association is planning to procure an areoplane this year as a means of distributing small circulars.

The Association will also run a Fordson tractor through the streets during the noon hour while the sale is in progress. The tractor will bear a placard reading "Buy Christmas Seals."

Most large cities nowadays have moving electric signs, some of which carry as much as 200 words of advertising matter. The Wisconsin Association is planning to obtain space on some of these signs, the Christmas seal and its purposes taking the place of the usual tooth paste and chewing gum sales talks.

The Association of Commerce in Milwaukee furnishes daily a slogan which is to be published in all newspapers, and many firms write this on their literature. A slogan regarding the decreasing death-rate from tuberculosis in Wisconsin will appear on the day that Christmas seals are sent out.

Every envelope that is sent out from the office of the Association from early in September until January 1st will bear the imprint in red "Christmas seals are the entire support of the Wisconsin Anti-Tuberculosis Association." Windshield posters will also be sent out with the seals. A note will accompany these, urging automobile owners to place them on their windshields.

N. T. A. Consultant Service

Several tuberculosis consultants have already rendered service to the state associations. Dr. Hoyt E. Dearholt, the first to be used in this capacity, addressed the annual meeting of the Arkansas Anti-Tuberculosis Association; Mr. Murray A. Auerbach assisted Mr. Strawson in the Louisville survey; Dr. George Thomas Palmer gave addresses at the annual meeting of both the Washington and Oregon Associations; Dr. T. L. Harrington was at the Montana Association's meeting; Dr. Alfred Henry at the Virginia annual meeting; Dr. Lyman was at Wisconsin; Mrs. Thompson was at the North Western Conference, and Mr. Benjamin this week has been in Delaware, Virginia, and West Virginia. The National Association has not sent the consultant list to local associations. It is desired that state associations should make itineraries for consultants in cooperation with the national office as seem best. If the lists are distributed broadcast, too great a variety of calls would result in embarassing both the state and national offices. State associations, however, are invited to use the consultant list as much as they wish.